

1005068276

Announcing:

**The
lowest tar
cigarette
cigarette
ever!**

New Cambridge Box.

|||| The Market:

Ultra low tar is fastest growing.

The ultra low tar segment—0 to 5 mg tar—was up 57% last year.

|||| The Product:

Cambridge Box. The lowest tar ever.

Cambridge Box has less than 0.1 mg tar.

Cambridge Soft Pack has only 1 mg tar.

Cambridge 100's has only 4 mg tar.

|||| The Advertising:

Fast communication of Cambridge story.

High impact ads proclaim Cambridge Box as the lowest tar cigarette ever made.

|||| The Media Support:

Unprecedented new brand launch.

The Cambridge introduction will be the biggest ever in the ultra low tar segment.

|||| The Point of Sale:

Dramatic graphics provide high visibility.

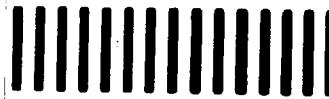
Bold Cambridge stripes deliver strong brand identification.

**Cambridge—Another successful new brand introduction
in the Philip Morris tradition.**

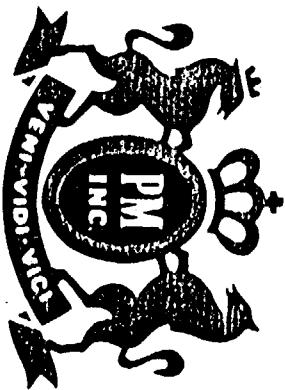
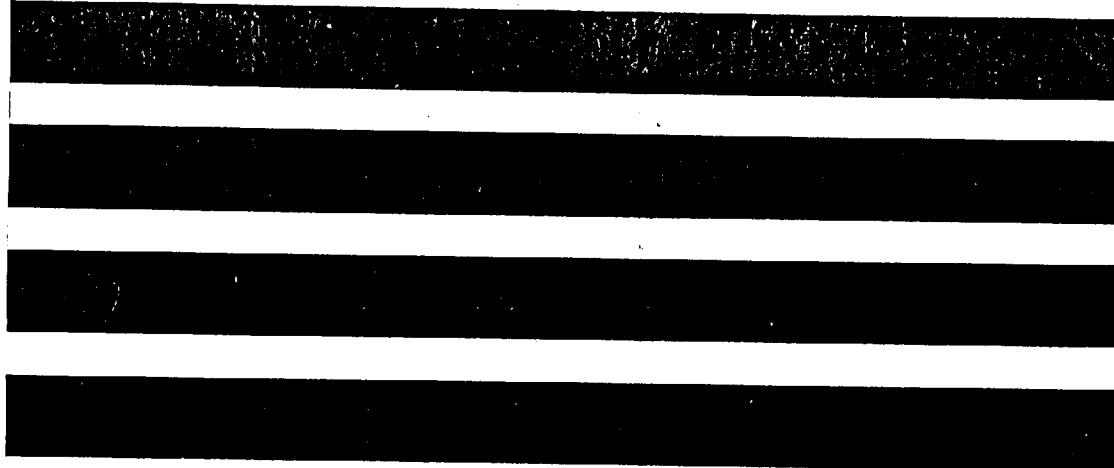
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ULTRA LOW TAR



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Cambridge

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Cambridge



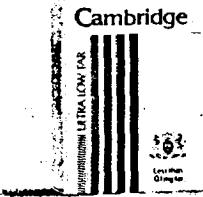
ULTRA LOW TAR

TO: Field Management
FROM: H. B. Coleman
SUBJECT: Cambridge
National Introduction

1005068279



Cambridge



TO: Field Management
FROM: H. B. Coleman
SUBJECT: Cambridge
National Introduction

As a leader in the industry, Philip Morris has consistently demonstrated the ability to anticipate consumer trends and provide smokers with quality products in all categories. Our formula for success comes from a marriage of planning, research and development, product quality and sound marketing. Starting in May, we will begin introductory efforts on a new brand -- CAMBRIDGE.

CAMBRIDGE Box is the lowest tar cigarette ever made with less than one tenth of one milligram of tar - no cigarette has ever been lower in tar. Cambridge is also being introduced in ultra low Soft Pack at only 1 mg. tar, and in ultra low 100's at only 4 mg. tar.

On April 7, we will introduce Cambridge to the wholesale trade. On May 5, the retail introduction and an extensive media campaign will begin. Ads will appear in newspapers, magazines, Sunday supplements, and outdoor focusing on "Cambridge Box, the lowest tar ever".

The introductory program for Cambridge is designed to accomplish two very important objectives: Brand awareness and brand availability. Our media blitz will guarantee the awareness, only you can guarantee the availability. Your efforts to gain trade acceptance and distribution are vital to the brand's success. Your management sell-in includes an introductory allowance and a liberal Automatic Distribution Allowance. Both are excellent incentives for encouraging immediate acceptance of all three packings, and will support to your mission.

Cambridge is the most significant introduction ever in the ultra low-tar segment. We have backed the introduction with all of the necessary ingredients to make it a success. Now it is up to you and your people to firmly establish Cambridge as the top selling brand in the fastest growing segment of our business, the ultra low-tar segment.

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HBC/kb
Attachments

H. B. Coleman

CAMBRIDGE NATIONAL INTRODUCTION

SECTION SALES MANAGERS

Region Management Meetings

.Management meetings are being held in accordance with the following schedule:

Region 1 - March 31
Regions 2 and 4 - April 1
Regions 3 and 6 - April 2
Regions 5 and 7 - April 3

To assist you in conducting your section meeting on May 1 or May 2, the Management, Development & Training Department developed a Section Manager's Meeting Guide and overhead transparencies. Review all material in preparation for your meeting.

Allocation Sheets

.Direct Account Quota Allocation Sheets (two sets) and recaps by territory responsibility are to be reviewed and allocations approved prior to any presentations. The recap listing includes an additional column for "Actual Purchase" for reporting purchases to Richmond Customer Service. Any adjustments in allocations must be approved by your Region Director.

.One set is to be kept intact at the Section Office to record the allocations sold; the other is to be separated and distributed to the respective managers.

.Upon completion of the management sell-in, the recap listing showing "Actual Purchase" is to be returned to:

Mr. G. O. Sledge
Customer Service
Philip Morris USA
Richmond, VA 23261

.Remember that introductory allowance payments cannot be made to any account until the set of allocation sheets are returned to Richmond. If a direct account has not accepted its allocation by May 23, consideration must be given to forwarding the set to Richmond so that payments can be made prior to the ADA audit.

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Trade Circulars

. Trade circulars No. 469 (Cambridge Introductory Announcement), No. 469-A (Automatic Distribution Allowance), and military account "Fact Sheet" have been shipped to Section Sales Offices for arrival the week of March 24.

. Quantities - see attached

Sell-In Samples

. Sample product of Cambridge 20's are scheduled to be delivered to designated distributors (attached list recently provided by Region Directors) the week of March 24. These sell-in samples will be shipped in blind cases marked "Do Not Open, Hold For Philip Morris Representative". Distributors will receive invoices for the product the same day as delivery.

. Reimbursement to the Philip Morris Representative picking up the sell-in samples is to be handled using the weekly expense voucher unless the dollars involved necessitate special invoicing. In these cases, submit the invoice to Bill Cook, Headquarter Sales Operations, New York Office.

. The following quantities are to be distributed to your Managers:

	RD	SSM	(QUANTITIES IN CARTONS)		MM	DM
			SHA/SRO	AMCS/DS/CAM		
Cambridge King Size Box	5	10	5	10	5	5
Cambridge King Size Soft Pack	5	10	5	10	5	5
Cambridge 100mm Soft Pack	5	10	5	10	5	5

Samples (4's)

. There will be no sample (4's) provided for the management sell-in.

Reporting

. Management account recorders will be used to monitor the management sell-in. Review the reporting instructions (attached) and insure that all managers understand the importance of accurate reporting.

. In addition, select two distributors in your section for weekly audits to begin the week of June 9. The report form to be used is attached. These are to be mailed to Alan Weinman, Headquarter Sales Operations, New York Office, to arrive no later than Monday of the following week.

. Instructional memo will follow during the week of May 5.

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Vending

- .At this time, no vending program or materials have been developed for this introduction.

Management Sell-In Materials

- .Quantities of management materials (see attached) for distribution have been shipped to your office for arrival the week of March 24.

Advertising Campaign

- .This introduction will be supported by an aggressive advertising campaign using newspapers, Sunday supplements, magazines and outdoor.
- .The first full page newspaper ad will appear beginning the week of May 5, concurrent with the start of retail coverage.
- .A complete list (see attached) of national magazines has been provided to aid in the management sell-in effort.

Communications

- .Quick dissemination of chain acceptance to other Sections will improve our capability to achieve the rapid distribution we desire for Cambridge.
- .Establish office procedures for communicating line/code numbers to the other Sections involved immediately upon receipt. The QWIP unit should prove of value for letters of authorization.

General

- .An important part of any national introduction is the trade circulars and various forms. Discuss in detail the circulars, forms, and their distribution as part of your management meeting. It is imperative that the distribution of all forms be completely adhered to.
(See all pertinent trade circulars and forms attached.)
- .If you have any questions concerning this introductory program package, contact Bill Cook, Headquarter Sales Operations, New York Office.

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PROGRAM ELEMENTS

Product Details

Product

- .Cambridge King Size Box, King Size Soft Pack, and 100mm Soft Pack

Tar & Nicotine

- .Cambridge King Size Box - less than 0.1 mg. tar & 0.01 mg. nicotine
- .Cambridge King Size Soft Pack - 1 mg. tar & 0.1 mg. nicotine
- .Cambridge 100mm Soft Pack - 4 mg. tar & 0.4 mg. nicotine

Universal Product Code

	<u>Case</u>	<u>Carton</u>	<u>Pack</u>
.Cambridge King Size Box	00036	10030	288032
.Cambridge King Size Soft Pack	00260	10260	288267
.Cambridge 100mm Soft Pack	00370	10370	288372

Price

- .Cambridge King Size Box & Soft Pack - \$17.05 per thousand
- .Cambridge 100mm Soft Pack - \$17.55 per thousand

Case Packing

- .Cambridge King Size Soft Pack & 100's - 12,000 per case
(60 carton case)
- .Cambridge King Size Box - 6,000 per case (30 carton case)

Case Dimensions

- .Cambridge King Size Box - 17.5 x 11.8 x 11.3
- .Cambridge King Size Soft Pack - 21.7 x 17.6 x 11.3
- .Cambridge 100mm Soft Pack - 21.7 x 20.4 x 11.3

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Case Cube

- .Cambridge King Size Box - 1.4 cu. ft.
- .Cambridge King Size Soft Pack - 2.5 cu. ft.
- .Cambridge 100mm Soft Pack - 2.6 cu. ft.

Case Weight

- .Cambridge King Size Box - 20.7 lbs.
- .Cambridge King Size Soft Pack - 35 lbs.
- .Cambridge 100mm Soft Pack - 39.85 lbs.

MANAGEMENT PROGRAM DETAILS

Direct Account Solicitation

- .Begins the following day after your Region meeting.

Direct Account Allocations

- .Section Managers will distribute direct account allocation sheets at the Region meeting. Allocations are based on 0.75% of 1% of our sales to the account for an average four weeks.

Introductory Allowance (Circular #469)

- .Introductory Allowance of \$9.00 per 12M case and \$4.50 per 6M case (75¢ per thousand/15¢ per carton) will be paid on all Cambridge up to allocated quantities shipped during the introductory period.
- .Allowance Period: April 28 - May 16
- .The Introductory Allowance for direct military accounts will be handled off invoice by Military Accounts, New York Office.

Automatic Distribution Allowance (Circular #469A)

- .The ADA of \$9.00 per 12M case and \$4.50 per 6M case (75¢ per thousand/15¢ per carton) will be paid on all Cambridge purchased and shipped from a direct account's warehouse to retail distribution during the Automatic Distribution Allowance Period (April 28 - May 23).
- .The amount of product involved will be determined by an audit by a Philip Morris Representative on May 27 or 28 at the direct account's warehouse(s).
- .Shipment reports will be provided by Richmond for the audit. These reports will be mailed from Data Control, New York Office, on May 22 priority special delivery to home addresses. Section Sales Manager's copy will be sent to Section Office.
- .An Automatic Distribution Allowance Certification Statement & Invoice is to be completed during the audit and forwarded to Marketing Accounting and Budgets, New York Office.
 - .Invoice numbers and dates do not need to be listed if the shipment report is used as a basis for the audit. Simply indicate the total shipment on line "A" (Total Purchases).
- .The Automatic Distribution Allowance for direct military accounts will be handled off invoice by Military Sales, New York Office.

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Product Availability

- .Direct Accounts - week of April 28.

Order Procedure

- .All order are to be forwarded to:

Mr. L. E. Johnson
P.O. Box 26603
Richmond, Virginia 23261
Att: Customer Service Department

.When timing of the order/delivery is a problem, the Toll Free line may be used: 800-446-7030. When telephoning Customer Service, indicate this is an introductory offer for Cambridge. No written confirmation order is required when using the Toll Free line.

Terms

- . $3\frac{1}{2}$ - 30 days on introductory allocation only.

Trade Circulars

.Trade Circulars 469 (Cambridge Introductory Announcement) and 469A (Automatic Distribution Allowance) must be hand-delivered to each direct account. No circulars will be mailed to accounts.

- .Will be mailed to Section Office for distribution.

Military Fact Sheet

.The Fact Sheet reflects supplementary data for military accounts which is to be used during all military presentations.

- .Will be mailed to Section Office for distribution.

NOTE: Quantities - for the above three forms, see attached.

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Sell-In Samples

.Sample 20's for account presentations have been shipped to wholesalers (list attached) to arrive the week of March 24.

NOTE: Number of cartons represents quantities shipped for each packing.

.Quantities in cartons:

	<u>SHA/SRO</u>	<u>AMCS/AMDS/CAM</u>	<u>MM</u>	<u>DM</u>
Cambridge King Size Box	5	10	5	5
Cambridge King Size Soft Pack	5	10	5	5
Cambridge 100mm Soft Pack	5	10	5	5

Sample 4's

.There will be no sample (4's) provided for the management sell-in.

Special Set/Sell Allowances

During the third sales period you are authorized to pay \$1.50 on all Cambridge displays. The number of checkouts for the 20-pack horizontal is also increased to a maximum of five checkouts, minimum three checkouts. Maximum payment will be \$7.50 per store. After you have sold Cambridge to your accounts, you should then take the opportunity to book display dates.

Naturally, the week of May 19 would be beneficial to the account for the automatic distribution allowance, more importantly it will provide Cambridge availability and visibility at the retail level. You should also strive to have displays placed for a second time during the month of June, again gaining visibility plus additional inventory.

Chain payments should be initiated by submitting the store's performance using the chain's letterhead stationery. It is imperative that all personnel involved receive letters of authorization. As in the past, all set/sells must be in a self-service position for a minimum of two weeks.

Advertising Campaign

- .This introduction will be supported by an aggressive advertising campaign using newspapers, Sunday supplements, magazines and outdoor.
- .The first full page newspaper ad will appear beginning the week of May 5, concurrent with the start of retail coverage.
- .A complete list (see attached) of magazines has been provided to aid in the management sell-in effort.

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ALL MANAGERS

Reporting

.Management Sell-In

Attached are reporting instructions for the management sell-in detailed by type account (distributor, chain, military). Review these instructions carefully; note the differences for Direct and Non-Direct.

Our ability to determine the initial impact and potential of Cambridge relies heavily on your ability to accurately report in accordance with these instructions. Insure that you understand them completely.

.Automatic Distribution Allowance

You will be provided with shipment reports under separate cover and certification statement and invoice forms for completion of the automatic distribution allowance audits. Accurate and timely completion of these audits will insure prompt processing of the invoices for payments to your direct accounts.

Your Section Manager will discuss the details.

.Trade Circulars

Each direct account must be given a copy of circulars 469 and 469-A.

All headquarter military accounts must be given the Military Fact Sheet.

SUPERVISORS, HEADQUARTER ACCOUNTS
SUPERVISORS, RETAIL OPERATIONS

.It is your responsibility to make sure that all aspects of this program are addressed in a professional manner. Your efforts must be aimed at all levels of trade accounts, headquarter and retail. It is possible that some of the personnel involved in this test have never introduced a new product. These people warrant your special attention. Further instructions should be discussed with your Section Sales Manager.

AREA MANAGERS CHAIN SALES

.Upon receiving chain acceptance, it is imperative that you communicate the code/line numbers to all other personnel involved as quickly as possible. Your Section Manager will discuss the section procedures that apply.

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- . During your presentations to B-1 contracted accounts, Cambridge brand position (primary) in the B-1 display must be made clear.

AREA MANAGERS DISTRIBUTOR SALES

- . Assure product availability at headquarter jobbers so that Sales Representatives will have adequate stock for Cambridge retail introduction on May 5.

DIVISION MANAGERS

- . The retail instructions Third Sales Period PPP for all Sales Representatives will be shipped to the Section Office in bulk prior to May 1.
- . It is imperative that you verify your division's requirements for Pack Master and B-1 header cards and Cambridge introductory material. If you have a shortage, contact Tom Walsh, Headquarter Sales Operations, New York Office. He will arrange shipment of additional materials.

MILITARY MANAGERS

All Accounts

- . In all direct military accounts, both the introductory allowance and the automatic distribution allowance will be deducted from invoice.

. \$18 per 12M case

(King Size Soft Pack and 100mm Soft Pack) up to allocation.

. \$9.00 per 6M case

(King Size Box) up to allocation.

AAFES

- . You will be advised of the 9 digit code numbers and VRR numbers for all three packings of Cambridge. Military Managers with AAFES Region Headquarters responsibility should set appointments with buyers immediately upon the receipt of these authorization numbers. These managers should arrange for authorized distribution to all Military Exchanges within their region and advise all Philip Morris personnel of the details.

ARMY & AIR FORCE COMMISSARIES

- . Voluntary price reductions will apply to all commissaries.

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- The Supply Bulletin National Stock Number (NSN) for Cambridge will be sent to you during the introductory period.
- Arrange for appointments with Region Headquarters under your responsibility during the week of March 21 for Cambridge brand introduction. These items must be added to their catalog prior to individual store selling.
- Air Force Commissaries or Complexes generally do not need region approval for new brands. Stores are contacted on an individual basis to solicit introductory distribution.
- New Item Special - Header cards and shelf talkers to advertise the introductory allowance will be sent to you with your point-of-sale materials.

NAVY, COAST GUARD, & MARINE EXCHANGES

- The Navy Exchange Merchandising VOX authorization will be supplied to all stores upon availability. Endeavor to pre-sell in anticipation of approval.
- These new brands will be listed on the P.A.B. (Price Agreement Bulletin) soon after the Merchandising VOX has been issued.
- Coast Guard and Marine Exchanges usually operate on an individual basis and may purchase prior to the VOX issuance.

VETERAN'S CANTEEN

- You will be advised of the test authorization notice (yellow sheet) issued from the Veteran's Canteen Headquarters.
- Managers with Veteran's Canteen field office responsibility should endeavor to obtain a blanket sheet for shipment to all stores in their region with the use of this yellow sheet.

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RETAIL PROGRAM DETAILS

Section Meetings

- .May 1 or May 2, 1980

Retail Coverage

- .May 5 through June 27, 1980 (3rd Sales Period)
- .Retail coverage and program elements will be part of the 3rd Sales Period Product Promotion Plan.

Retail Merchandising/Sell-In

- .All three Cambridge packings should be placed with every account.
- .All three packings of Cambridge will be Display Brand I for the entire 3rd Sales Period. (May and June Sales Cycles).
- .During this time period, the retail sell-in will consist of 10 cartons:

10 cartons Cambridge (2 Cambridge Box, 3 Soft, and 5 100mm suggested)

SPECIAL NOTE: If an account only accepts two of the three packings in the sell-in, then give the third packing as the 10% gratis.

10% gratis will be offered on the sell-in with Cambridge (maximum of 1 carton) used as gratis.

Retail Sampling

- .Sales Representatives are authorized to use 15 packs of 20's per day for sampling retailers and consumers during the entire Third Sales Period; maximum of 75 per week.
- .Selection of which packing to present to retailers and consumers should be as closely associated as possible to the features of their current brand. For example:

King Size Box - for Carlton Box smokers.

King Size Soft - for Carlton Soft, NOW, Kent III Kings, and Truimph smokers.

100mm Soft - for other competitive brands over 4 mg tar.

- .There will be no sample (4's) provided for the entire Sales Period.

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May Sales Cycle
(May 5 - May 30, 1980)

Accounts With B-1 Displays - Display Brands

- .All three packings of Cambridge will occupy the major position in all B-1's.
- .Virginia Slims Lights will occupy the minor position in all B-1's.
- .Marlboro (Red/Gold) will offer a 20-pack vertical set/sell with a \$1.00 payment allowance per outlet.

Accounts Without B-1 Displays - Display Brands

- .All three packings of Cambridge will occupy a 30-pack vertical set/sell with a \$1.50 payment allowance per outlet.
- .Marlboro (Red/Gold) will offer a 20-pack vertical set/sell with a \$1.00 payment allowance per outlet.

Accounts With Multiple Self-Service Checkouts

- .All three packings of Cambridge will occupy a 20-pack horizontal supermarket set/sell with a \$1.50 display allowance per checkout (maximum of \$7.50 for 5 or more placements; minimum of \$4.50 for 3 placements) for placement in independent supermarkets.

All Accounts

- .Cambridge will offer a 10-pack display for placement without payment in all accounts.

Ethnic Accounts

- .Virginia Slims Lights will offer a 20-pack vertical set/sell with a \$1.00 placement allowance per outlet for placement in these accounts.

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June Sales Cycle
(June 2 - June 27, 1980)

B-1 Display Accounts - Display Brands

- .All three packings of Cambridge will occupy the major position in all B-1's.
- .Marlboro Lights will occupy the minor position in all B-1's.
- .Merit will offer a 20-pack vertical set/sell with a \$1.00 payment allowance per outlet.

Accounts Without B-1 Displays - Display Brands

- .All three packings of Cambridge will occupy a 30-pack vertical set/sell with a \$1.50 payment allowance per outlet.
- .Merit will offer a 20-pack vertical set/sell with a \$1.00 payment allowance per outlet.

Accounts With Multiple Self-Service Checkouts

- .All three packings of Cambridge will occupy a 20-pack horizontal supermarket set/sell with a \$1.50 display allowance per checkout (maximum of \$7.50 for 5 or more placements; minimum of \$4.50 for 3 placements) for placement in independent supermarkets.

All Accounts

- .Cambridge will offer a 10-pack display for placement without payment in all accounts.

Ethnic Accounts

- .Virginia Slims Lights will offer a 20-pack vertical set/sell with a \$1.00 placement allowance per outlet for placement in these accounts.

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CAMBRIDGE INTRODUCTION

NATIONAL MAGAZINE LISTING

TV Guide	Self	Atlantic
Time	Working Woman	Harper's
Newsweek	Bon Appetit	Next
People	Cuisine	Panorama
Sports Illustrated	Gourmet	National Jewish Monthly
U.S. News & World Rep.	House & Garden	Attenzione
US	Apartment Life	Southern Living
Saturday Review	House Beautiful	New York
Playboy	Glamour	New Jersey
Penthouse	Mademoiselle	Connecticut
Esquire	Vogue	Philadelphia
Golf Digest	Harper's Bazaar	Washingtonian
Golf	True Story	Boston
Inside Sports	Changing Times	Westways
Family Circle	Life	New West
Woman's Day	Psychology Today	Los Angeles
Better Homes & Gardens	Travel & Leisure	Texas Monthly
McCall's	Money	D Magazine
Ladies Home Journal	Omni	Houston City Magazine
Redbook	Signature	Rocky Mountain Magazine
Cosmopolitan	Games	

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**MANAGEMENT SELL-IN REPORTING INSTRUCTIONS
CHAIN ACCOUNTS**

After each presentation of Cambridge to an account, you must submit a recorder in accordance with the following:

.Authorized Brands Section:

Under Designated Brand C - report Cambridge Box acceptance by marking the "in" box if the account accepts Cambridge Box.

Under Designated Brand D - report Cambridge Soft Pack acceptance by marking the "in" box if the account accepts Cambridge Soft Pack.

Under Designated Brand E - report Cambridge 100's acceptance by marking the "in" box if the account accepts Cambridge 100's.

.Survey Section:

FOR NON-DIRECT ACCOUNTS ONLY

Row A - report "yes" or "no" - did the account accept Cambridge Box.

Row B - report "yes" or "no" - did the account accept Cambridge Soft Pack.

Row C - report "yes" or "no" - did the account accept Cambridge 100's.

NOTE: No special reporting is required for direct accounts.

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MANAGEMENT SELL-IN REPORTING INSTRUCTIONS
VENDOR ACCOUNTS

After each presentation of Cambridge to an account, you must submit a recorder in accordance with the following:

Authorized Brands Section:

Under Designated Brand C - report Cambridge Box acceptance by marking the "in" box if the account accepts Cambridge Box.

Under Designated Brand D - report Cambridge Soft Pack acceptance by marking the "in" box if the account accepts Cambridge Soft Pack.

Under Designated Brand E - report Cambridge 100's acceptance by marking the "in" box if the account accepts Cambridge 100's.

Survey Section:

FOR NON-DIRECT ACCOUNTS ONLY

Row A - report "yes" or "no" - did the account accept Cambridge Box.

Row B - report "yes" or "no" - did the account accept Cambridge Soft Pack.

Row C - report "yes" or "no" - did the account accept Cambridge 100's.

NOTE: No special reporting is required for direct accounts.

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MANAGEMENT SELL-IN REPORTING INSTRUCTIONS
DISTRIBUTOR ACCOUNTS

After each presentation of Cambridge to an account, you must submit a recorder in accordance with the following:

. Survey Section:

. FOR NON-DIRECT ACCOUNTS ONLY

Row A - for non-direct accounts, mark "yes" or "no" -
has account purchased Cambridge Box.

Row B - for non-direct accounts, mark "yes" or "no" -
has account purchased Cambridge Soft Pack.

Row C - for non-direct accounts, mark "yes" or "no" -
has account purchased Cambridge 100's.

NOTE: No special reporting is required for direct accounts.

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MILITARY SELL-IN REPORTING INSTRUCTIONS
MILITARY ACCOUNTS/MCR RECORDER

BRANDS STOCKED

Distribution (including "Added" and "Dropped") of Cambridge is to be reported in the "Brands Stocked" section as follows:

- .Column A (91): Cambridge Box
- .Column B (92): Cambridge Soft Pack
- .Column C (93): Cambridge 100's

SURVEY SECTION

Report for all calls

- .Column A - report "yes" or "no" - is there distribution of Cambridge Box when you leave the call.
- .Column B - report "yes" or "no" - is there distribution of Cambridge Soft Pack when you leave the call.
- .Column C - report "yes" or "no" - is there distribution of Cambridge 100's when you leave the call.

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ICR REPORTING INSTRUCTIONS

SALES

Distribution and carton sales of Cambridge are to be reported in the "Designated Brand" section as follows:

- .Column A: Cambridge Box
- .Column B: Cambridge Soft Pack
- .Column C: Cambridge 100's

NOTE: Distribution in this case refers to the status of distribution at the time you leave the call. Book orders do not represent distribution, as product is not available in the store.

SURVEY SECTION

Report for all calls, chains and independents

- .Column A - report "yes" or "no" - is there distribution of Cambridge Box when you enter.
- .Column B - report "yes" or "no" - is there distribution of Cambridge Box when you leave.
- .Column C - report "yes" or "no" - is there distribution of Cambridge Soft Pack when you enter.
- .Column D - report "yes" or "no" - is there distribution of Cambridge Soft Pack when you leave.
- .Column E - report "yes" or "no" - is there distribution of Cambridge 100's when you enter.
- .Column F - report "yes" or "no" - is there distribution of Cambridge 100's when you leave.

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FROM: _____

DISTRIBUTOR AUDIT FORM
CAMBRIDGE

DISTRIBUTOR: _____

Invoice	Total #	# C A R T O N S			O N O R D E R		
	Ctns. On Order	Cambridge Box	Cambridge Soft Pack.	Cambridge 100's	Carlton Regular Soft Pack	Carlton Regular Box	Carlton Regular 100's
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							

TOTALS

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CAMBRIDGE
MANAGEMENT SELL-IN MATERIALS

	<u>RD</u>	<u>SSM</u>	<u>SRO</u>	<u>SHA</u>	<u>AMCS</u>	<u>AMDS</u>	<u>CAM</u>	<u>MM</u>	<u>DM</u>	<u>ADM</u>	<u>SR</u>
Letterhead	10	10	10	10	250	150	150	.25	50	10	--
Sell-In Folder	10	10	10	10	50	75	75	25	50	10	25
Trade Brochure	10	10	10	10	50	75	75	25	50	10	25
Mr. Retailer	--	--	--	--	--	2,000	1,000	--	--	--	--
Circular 469	10	10	10	10	50	50	50	25	10	--	--
Circular 469A	10	10	10	10	50	50	50	25	10	--	--
ADA Cert. Invoice	--	--	--	--	4 pads	4 pads	4 pads	--	4 pads	--	--
Military Fact Sheet	--	--	--	--	--	--	--	10	--	--	--

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CAMBRIDGE - POS MATERIALS
 NATIONAL INTRODUCTION
 MAY 5 - JUNE 27, 1980

	<u>MM</u>	<u>DM</u>	<u>ADM</u>	<u>SR</u>
30 Pack Set/Sell (V)	50	200	50	100
20 Pack Set/Sell (H)	75	75	--	150
10 Pack Set/Sell	100	100	100	100
B-1 Large Header	List	20	--	List
Shelf Talker	100	100	100	200
Poster - Large	--	100	100	200
Poster - Small	100	100	100	250
Multipurpose Card	100	100	100	200
Banner	--	100	--	100
Jumbo Pack	50	50	50	100
8 Channel Packmaster Header	List	--	--	List
12 Channel Packmaster Header	List	--	--	List
16 Channel Packmaster Header	List	--	--	List
A-1-P Header	List	--	--	--
Carton Rack Labels (85's Soft)	4 sh.	4 sh.	4 sh.	8 sh.
Carton Rack Labels (85's Box)	4 sh.	4 sh.	4 sh.	8 sh.
Carton Rack Labels (100's Soft)	4 sh.	4 sh.	4 sh.	8 sh.
Pack Rack Labels (85's Soft)	4 sh.	4 sh.	4 sh.	8 sh.
Pack Rack Labels (85's Box)	4 sh.	4 sh.	4 sh.	8 sh.
Pack Rack Labels (100's Soft)	4 sh.	4 sh.	4 sh.	8 sh.
Woodgrain Labels (85's Soft)	4 sh.	4 sh.	4 sh.	16 sh.
Woodgrain Labels (85's Box)	4 sh.	4 sh.	4 sh.	16 sh.
Woodgrain Labels (100's Soft)	4 sh.	4 sh.	4 sh.	16 sh.
New Item Header	25	--	--	--
New Item Shelf Talker	25	--	--	--
Light Thief	20	20	--	20
Pack Decal (Soft - Box - 100's)	30 ea.	30 ea.	30 ea.	30 ea.

1005068302

P.O. BOX #2663E
P.M. U.S.A. 3-80
POB 10547

PHILIP MORRIS U.S.A.
AUTOMATIC DISTRIBUTION ALLOWANCE
CERTIFICATION STATEMENT AND INVOICE
CAMBRIDGE CIGARETTES

ACCOUNT _____

NYO USE ONLY

ADDRESS _____

CITY AND STATE _____

I. AUTOMATIC DISTRIBUTION ALLOWANCE:

Per Philip Morris U.S.A.'s letter of April 4, 1980 relative to Automatic Distribution Allowance, Philip Morris U.S.A. offers to pay by check an Automatic Distribution Allowance of \$.75 per thousand on Cambridge cigarettes. Payment will be made for movement of Cambridge cigarettes from warehouse to retail outlets through May 23, 1980. The allowance specified is available to all direct accounts.

II. PERFORMANCE REQUIREMENTS:

The account will be paid the total amount earned as shown in Section IV providing the following is performed:

- The Philip Morris Representative be allowed to verify quantities shipped and ending inventories, either by physical count or by examination of account's computer generated reports.
- Movement from warehouse must be made to retail outlets either owned, serviced, controlled, or regularly sold to by the account.

III. CLAIMING ALLOWANCES:

Payment of the Automatic Distribution Allowance will be made by check directly to the account on a per thousand basis providing that the following are performed:

- This certification statement, signed by the account and verified by the Philip Morris Representative, is received by Philip Morris U.S.A.'s Representative upon his first arrival following May 27 or 28, 1980.
- Substantiation of merchandise shipped to retail outlets during the period must be provided upon request.
- Under no circumstances may any payments considered due under this promotion offer be deducted from invoices due for payment to Philip Morris U.S.A.

IV. COMPUTATION OF ALLOWANCES:

INVOICE NO.	DATE	CAMBRIDGE CIGARETTES IN THOUSANDS (000)
A. TOTAL PURCHASES CAMBRIDGE
B. TOTAL ON HAND MAY 23, 1980
C. SHIPMENTS TO RETAIL OUTLETS (A - B)
D. AUTOMATIC DISTRIBUTION ALLOWANCE	\$.75 PER THOUSAND
E. TOTAL AMOUNT DUE (C x D)

V. CERTIFICATION OF PERFORMANCE:

This is to certify that I (We) have complied with all above performance requirements as specified and hereby request payment of earned allowances:

Customer's Signature _____ Date _____

P.M. Representative _____ Date _____

Section Manager (Section No.) _____ Date _____

Original - Section Office (To Be Forwarded to N.Y.O - Marketing Accounting and Budgets)
Duplicate - Customer
Triplicate - PM Representative

1005068303



PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 679-1800

April 4, 1980

CIRCULAR NO. 469

TO OUR CUSTOMERS:

We are pleased to announce the introduction on April 28, 1980 of CAMBRIDGE King Size Box, King Size Soft Pack and 100mm Soft Pack cigarettes in your area.

Today, the low tar category accounts for almost 40% of industry sales, with the ultra low tar segment growing most rapidly. CAMBRIDGE is being introduced in response to this increasing smoker demand. CAMBRIDGE Box, with less than 0.1 mg tar, is the lowest tar cigarette ever made. CAMBRIDGE Soft Pack has only 1 mg tar, and CAMBRIDGE 100's has only 4 mg tar.

CAMBRIDGE will be the ultra low tar segment's biggest introduction ever and will generate the consumer awareness, trial and sales you have come to expect from Philip Morris U.S.A. products.

PRODUCT INFORMATION ON CAMBRIDGE CIGARETTES

PRODUCT:	King Size Box, King Size Soft Pack and 100mm Soft Pack.
LIST PRICE:	\$17.05 per thousand cigarettes (King Size Box and King Size Soft Pack).
NORMAL TERMS:	\$17.55 per thousand cigarettes (100mm Soft Pack). Discount of 3 1/4% if remittances are received by us within 10 days, or 2% if mailed within 14 days, of normal delivery dates as shown on our invoice.
PACKINGS:	12,000 cigarettes (60 cartons) per case - King Size Soft Pack and 100mm Soft Pack. 6,000 cigarettes (30 cartons) per case - King Size Box.
UPC NUMBER:	King Size Box - 00036 King Size Soft Pack - 00260 100 mm Soft Pack - 00370

SPECIAL INTRODUCTORY ALLOWANCE AND INTRODUCTORY TERMS

To enlist your cooperation in obtaining retail distribution of new CAMBRIDGE King Size Box, King Size Soft Pack and 100mm Soft Pack cigarettes, we are making available to you the following Introductory Allowance during the introductory period of April 28, 1980 to May 16, 1980.

\$9.00 per 12M case and \$4.50 per 6M case (.75 cents per thousand)

This Introductory Allowance applies to that quantity invoiced to you during the introductory period, up to but not in excess of your allocation for CAMBRIDGE King Size Box, King Size Soft Pack and 100mm Soft Pack. Your Philip Morris representative will advise you of the quantity allocated to you.

In addition to the above Introductory Allowance, we will also offer a special allowance for rapid distribution of CAMBRIDGE King Size Box, King Size Soft Pack and 100mm Soft Pack to retail stores. Details of the "Automatic Distribution Allowance" are covered in our Circular No. 469-A.

Instead of our normal terms, we will allow you a cash discount of 3 1/4% on allocation shipments made during this introductory period if payment is received within 30 days of the normal delivery date as shown on our invoice.

All orders are subject to acceptance by our Richmond office and to prices, styles and sizes in effect on date of shipment.

No representative or employee of this Company has any authority to alter any circular, letter or price list issued by this Company.

PHILIP MORRIS U.S.A.

A Division of Philip Morris Inc.

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT SARATOGA MULTIFILTER ALPINE

1005068304



PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 679-1800

April 4, 1980

CIRCULAR NO. 469-A

TO OUR CUSTOMERS:

In recognition of the three-packing introduction of CAMBRIDGE and to further enlist your cooperation in obtaining rapid distribution of new CAMBRIDGE King Size Box, King Size Soft Pack and 100mm Soft Pack cigarettes, we are making available to you the following automatic distribution allowance:

DETAILS OF THE AUTOMATIC DISTRIBUTION ALLOWANCE

We will pay you \$9.00 per 12M case and \$4.50 per 6M case (.75 cents per thousand) on all CAMBRIDGE King Size Box, King Size Soft Pack and 100mm Soft Pack shipped into retail distribution through May 23, 1980.

This offer applies to all CAMBRIDGE King Size Box, King Size Soft Pack and 100mm Soft Pack shipped into retail distribution during the introductory period, including CAMBRIDGE King Size Box, King Size Soft Pack and 100mm Soft Pack purchased and shipped over and above the quantity allocated to you for our Special Introductory Allowance outlined in Circular No. 469.

Your Philip Morris Representative will contact you on May 27, 1980 or May 28, 1980 to determine movement quantities and certify the necessary forms for the Automatic Distribution Allowance.

All orders are subject to acceptance by our Richmond office and to prices, styles and sizes in effect on date of shipment.

No representative or employee of this Company has any authority to alter any circular, letter or price list issued by this Company.

PHILIP MORRIS U.S.A.
A Division of Philip Morris Inc.

1005068305

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT SARATOGA MULTIFILTER ALPINE



PHILIP MORRIS

U.S.A.

100 PARK AVENUE, NEW YORK, N.Y. 10017 TELEPHONE (212) 679-1800

April 4, 1980

FACT SHEET

Supplementary Data For Military Accounts

Product Information on CAMBRIDGE Cigarettes

PRODUCT: King Size Box UPC #28200-00036
King Size Soft Pack UPC #28200-00260
100mm Soft Pack UPC #28200-00370

PACKINGS: 12,000 cigarettes (60 cartons) per case — King Size Soft Pack and
100mm Soft Pack.
6,000 cigarettes (30 cartons) per case — King Size Box.

LIST PRICE: \$3.340 per carton — King Size Box and King Size Soft Pack.
\$3.438 per carton — 100mm Soft Pack.

NORMAL TERMS: 1.25% cash discount allowed if payment remitted within 10 days
after delivery or receipt of invoice, whichever is later.

NOTE: The 1.25% cash discount will be extended to a 30 day period on
allocated shipments. Your Philip Morris representative will ad-
vise you of your allocation.

CASE DIMENSIONS:	<u>King Size Box</u>	<u>King Size Soft Pack</u>	<u>100mm Soft Pack</u>
Weight	—	20.7 lbs.	35 lbs.
Case Cube	—	1.4 cu. ft.	2.5 cu. ft.
Height	—	17.5 in.	21.7 in.
Length	—	11.8 in.	17.6 in.
Width	—	11.3 in.	11.3 in.

Special Introductory Allowance and Automatic Distribution Allowance

4/28/80 through 5/16/80 — 30¢ per carton "Off Invoice"

5/19/80 through 5/23/80 — 15¢ per carton "Off Invoice"

1005068306

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT SARATOGA MULTIFILTER ALPINE

SAMPLE 20's SHIPPING LIST

	<u># of Cartons</u>
Francis A. Richards (11-04-00)	30
E. G. Foden Company 284 Western Avenue So. Portland, Maine 04106	
E. Van Dyke (11-00-00)	70
Dankner Bros. 177 Charlemont Street Newton Highlands, Mass. 02161	
Robert Kruk (11-02-00)	25
Costello Bros. 111 Harris Avenue Providence, R.I. 02903	
A. Glaeberman (12-00-00)	75
Manchester Cdy. & Tob. 299 Green Road Manchester, Conn. 06040	
M. Faulk (13-00-00)	40
Jones McIntosh Tob. Co. 4036 New Court Avenue Syracuse, N.Y. 13206	
Vincent D. Smith (13-01-00)	15
Dearstyne Bros. Div. of Met Tob. Three Carnell Road Latham, New York	
Raymond Yahnke (13-02-00)	5
Kingston Cdy. & Tob. 82 Prince Street Kingston, N.Y. 12401	
Paul Asma (13-06-00)	5
Keystone Tob. Co. 1 Alice Street Binghamton, N.Y. 13904	
Earl Johnson (13-04-00)	5
Bodner Tob. Co. 15 Charlotte Street Rochester, N.Y. 14607	

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	<u># of Cartons</u>
R. Kaine (13-05-00) Tzetz Bros. 1100 Military Rd. Buffalo, N.Y. 14217	25
J. Woodhead (13-07-00) Jacobson-Weakly - Olson, Inc. 2240 Washington Street Jamestown, N.Y. 14706	5
A. Portnoy (14-00-00) Sanders -Langsam Tob. Co. 39-26 23rd Street Long Island City, N.Y. 11101	120
J. Chaump (15-00-00) Bergen County Cdy & Tob. Co. 78 Main Street Hackensack, N.J. 07601	100
A. W. Ferens (23-05-00) Toledo Tobacco 1455 Sylvania Avenue Toledo, Ohio 43612	15
D.K. Walker (23-02-00) Peerless Candy 649 West Broad Street Columbus, Ohio 43215	15
Donald E. McMillan (23-07-00) Keilson Dayton 1025 Keowee Street Dayton, Ohio 45404	40
G. D. Choate (24-00-00) Charles E. Brauer 21 South 21 Street Richmond, Va. 23223	40
Wilfred A. Graham (24-05-00) Corey Candy Co. 1179 Valley Drive, North Beckley, West Virginia 25801	20
C. J. Haley (24-23-00) Layman Candy Co. 1637 East Main Street Salem, Va. 24153	15

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	<u># of Cartons</u>
B. G. Henson (24-61-00) Old Dominion Tob. 5400 Virginia Beach Boulevard Virginia Beach, Va 23502	5
Robert A. Maglio (24-01-00) Boyd Bluford 3750 Progress Road Norfolk, Va 23502	5
James Lind (24-04-00) Hartsock Flesher Baltimore & Elk Streets Clarksburg, West Va. 26301	5
Wilfred Graham (24-05-00) McClure Co., Inc. 1214 Lewis Street Charleston, West Va. 25301	5
T. Sellman (24-06-00) Whetzel Whlse. 1602 S. High Street Harrisonburgh, VA 72801	5
Jerry D. Ranson (24-07-00) Rice Wholesale Co. 307 Piedmont Street Bristol, Va 24201	5
J. Chang (21-00-00) Yahn & McDonnell G and Erie Street Philadelphia, Pa. 19134	85
G. Elias (21-22-00) Famous Candy Co. 101 East 7th Avenue Homestead, Pa. 15122	45
J. Gainard (21-32-00) Keyco Distributors Sans Souci Parkway Nanticoke, Pa 18634	15
F. Swartz (22-00-00) Myers Cdy. & Tob. 1352 Holton Lane Langley Park, Md. 20783	30

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	<u># of</u> <u>Cartons</u>
Barry Hopkins (22-02-00) F.A. Davis & Sons 1111 South Paca Street Baltimore, Md. 21230	25
Robert Poleto (22-01-00) Harry Kenyon, Inc. 203 North Market Street Wilmington, Del. 19803	5
Robert Poleto (22-01-00) Tobacco Products 29 North Prospect Hagerstown, Md 21740	15
Kathryn A. Daylor (22-05-00) Irvin Payne & Sons 3505 South Carlyn Spring Rd. Baileys Crossroads, Va 22041	10
K. Sass (23-00-00) Anter Brothers 521 Woodland Avenue Cleveland, Ohio 44115	50
Stephen Cindea, III (23-04-00) Amster Kirtz 2112 West Tuscarawas Canton, Ohio 44701	15
F. L. Rhodes (31-00-00) Carter-Colton Cig & Tob. Co. 235 West Tremont Avenue Charlotte, N. C. 28203	100
E. C. Glanz (32-00-00) Atlanta Cigar Co. 361 Memorial Drive, S. E. Atlanta, Ga 30312	75
J. S. Orphal (32-22-00) Columbia Cigar Co. 522 Lady Street Columbia, S. C. 29201	30
R. G. Shumate (32-02-00) W. R. Sutherland Wholesale 272 North Fairview Spartanburg, S. C. 29602	5

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of
Cartons

Thomas F. McCain (32-03-00)	5
W. R. Patrick Wholesale 434 Hanover Street Charleston, S. C. 29402	
M. R. Flower (32-08-00)	5
Macon Cigar Co. 575 Twelfth Street, Box 6177 Macon, Ga. 31208	
Joseph P. Zukowski (32-05-00)	5
Sol Loeb Wholesale 900 Front Avenue Columbus, Ga. 31904	
R. D. Arnett (33-03-00)	20
Washburn Cigar Co. 322 North Lawrence Street Montgomery, Ala. 36101	
D. L. Gable (33-00-00)	65
Charter Dist. Co. 720 King Street Jacksonville, Fla. 32204	
R. L. Sasser (33-06-00)	10
Haile Tobacco 711 East Bolton Street Savannah, Ga 31401	
J. A. Crawford (34-00-00)	90
Ason's Tobacco Co. 2655 N. E. 188 Street Miami, Fla. 33163	
E. H. Mize (35-00-00)	40
Miller Dist. Co. 1627 Patterson Avenue Nashville, Tenn. 37203	
W. L. Carswell (35-22-00)	25
Tobacco Sales Co. 309 Anderson Street Knoxville, Tenn. 37091	
R. A. Rainwater (35-21-00)	5
Lanza Cig. & Cdy. Co. 404 Abington Avenue Huntsville, Ala. 35801	

	<u># of</u> <u>Cartons</u>
J. V. Bond (35-03-00) Tag Dist. Co. 3501 St. Elmo Street Chattanooga, Tenn. 37409	5
L. C. Battles (35-31-00) City Wholesale 1232 South Second Avenue Birmingham, Ala. 35233	20
D. Hutchinson (41-00-00) Carman Tobacco 1021 East Nine Mile Road Hazel Park, MI 48230	70
G. Sieg (41-23-00) Schiller, Inc. 912 N. Hamilton Saginaw, MI 48602	20
R. Martin (41-07-00) Abraham & Sons 517 S. Division Grand Rapids, MI 49502	20
Larry Besselman (42-04-00) Blue Grass Cigar 420 Lawrence Street Lexington, KY 40503	30
R. Rosenberg (42-00-00) John F. Trompeter 637 East Main Louisville, KY 40202	65
L. Scott Motes (42-08-00) Hamilton Harris Co. 384 S. Senate Avenue Indianapolis, IN 46225	20
Gerald J. Kloss (42-06-00) Huser Paul 3636 Illinois Street Ft. Wayne, IN 46804	15
William R. Dugger, II (42-01-00) Ford Distributing 908 Porage Avenue South Bend, IN 46616	5

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	<u># of</u> <u>Cartons</u>
L. Scanlon (43-00-00)	125
O. H. Bambas 1575 Ellinwood Avenue Des Plaines, IL 60016	
M. A. Paradiso (44-01-00)	25
Cavalla Tobacco Co. 3380 North 35th Street Milwaukee, WI 53216	
J. C. Wright (44-02-00)	15
Konop Vending Co. 443 Laura Street Green Bay, WI 54302	
David J. Blunk (44-07-00)	20
Hamilton Supply 2921 Syene Road Madison, WI 53701	
A. Campbell (44-00-00)	85
M. Amundson Cigarette & Cdy. 1325 East 66th Street Minneapolis, MN 55423	
J. M. Mullett (44-04-00)	5
Fargo Moorhead Jobbing 1017 4th Avenue North Fargo, ND 58102	
J. M. Mullett (44-04-00)	10
Candy Service Co. 11 Firts Avenue N.W. Aberdeen, SD 57401	
R. Lance Jones (51-00-00)	50
Frank Silva & Sons 818 Alabo Street New Orleans, LA 70117	
Dennis Dahmer (51-01-00)	5
Lyons Specialty Co. 5075 Adams Avenue Baton Rouge, LA 70806	
Curley Marcotte (51-09-00)	5
Philips Candy & Tob. Co. 509 West Congress Street LaFayette, LA 70501	

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	<u># of</u> <u>Cartons</u>
Wade Lott (51-08-00) Schlesingers Wholesale 1832 East Broad Street Lake Charles, LA 70601	5
T. Reeder (51-03-00) Pelican Tobacco Co. 1030 Murray Street Alexandria, LA 71301	10
D. L. McEwen (51-04-00) Roberts Cigar 851 Hope Shreveport, LA 71101	15
Glen E. Wren (51-06-00) Monts Tobacco Co. 716 Crossover Road Tupelo, MS 38801	5
James M. Wilder (51-05-00) Capitol Tobacco 124 East South Street Jackson, MS 39204	25
Joseph A. Kramer (51-07-00) Gulf States Cigar 1011 Timothy Lane Hattiesburg, MS 39401	5
H. R. White (52-00-00) Eli Schepps 4024 Elm Street Dallas, TX 75226	95
Mike Pagonis (52-05-00) Consolidated Whsle. 1740 W. Main Oklahoma City, OK 73126	35
David L. Chandler (52-03-00) Hagman's 514 E. Second Tulsa, OK 74103	10
L. D. Thomason (52-04-00) Ponca Wholesale 5073 2nd Street Lubbock, TX 79404	15

1005068314

	<u># of</u> <u>Cartons</u>
V. C. Zank (53-00-00) Texas Wholesale Sundries 1520 Center Street Houston, TX 77002	100
Robert Satterwhite (53-05-00) Joykist Candy Co. 641 S. Flores San Antonio, TX 78205	35
Harris Gravett (53-04-00) Tony Daywood 1000 E. 6th Street Austin, TX 78702	5
R. E. Ramirez (53-06-00) L. L. Harris 2122 Mestina Corpus Christi, TX 78408	15
C. R. Finch (54-00-00) E. M. Siegel 4534 Olive Street St. Louis, MO 63108	50
G. James (54-22-00) Samelson & Company 1510 South Main Little Rock, AR 72201	30
V. Upton (54-03-00) Tennessee Tobacco Co. 611 Scott Street Memphis, TN 38112	5
L. A. Bishop (54-31-00) Samelson - Leon Co. 160 Cumber land Memphis, TN 38112	10
J. D. Shepherd (54-08-00) Weeke Wholesale 1600 N. 89th St. Fairview Heights, IL 62208	20
Ray Sivils (54-07-00) McGlasson Wholesale Nebraska Avenue Columbia, MO 65201	5

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	<u># of Cartons</u>
D. D. Alford (61-00-00) Barber & Sons 1211 Charlotte Street Kansas City, MO 64106	70
A. A. Selby (61-09-00) H.B. Lieserowitz Co. 214 13th Street Des Moines, IA 50309	20
A. L. Brooks (61-05-00) H-Z Vending & Sales 1008 Dodge Street Omaha, Nebraska 68102	25
Leonard Nelson (61-04-00) Rathbun Tobacco 510 North Main Springfield, MO 65806	10
E. W. Klaus (61-01-00) Wichita Tobacco 924 West 2nd Wichita, KS 67212	15
J. R. Jackson (61-06-02) Thompson Whlse 1219 N.W. Front Street Grand Island, NE. 68801	5
A. L. Selby (61-09-00) Linn Candy Co. 295 12th Street Marion, Iowa 52302	5
J. Gibson (62-00-00) Flaks Inc. 55 South Yuma Denver, CO. 80219	60
T. H. Holmes (62-01-00) Hemenway & Moser 1436 South 6th West Salt Lake City, Ut. 84101	15
J. Sage (62-04-00) Powers Candy 602 South 1st Pocatello, Idaho 83201	5

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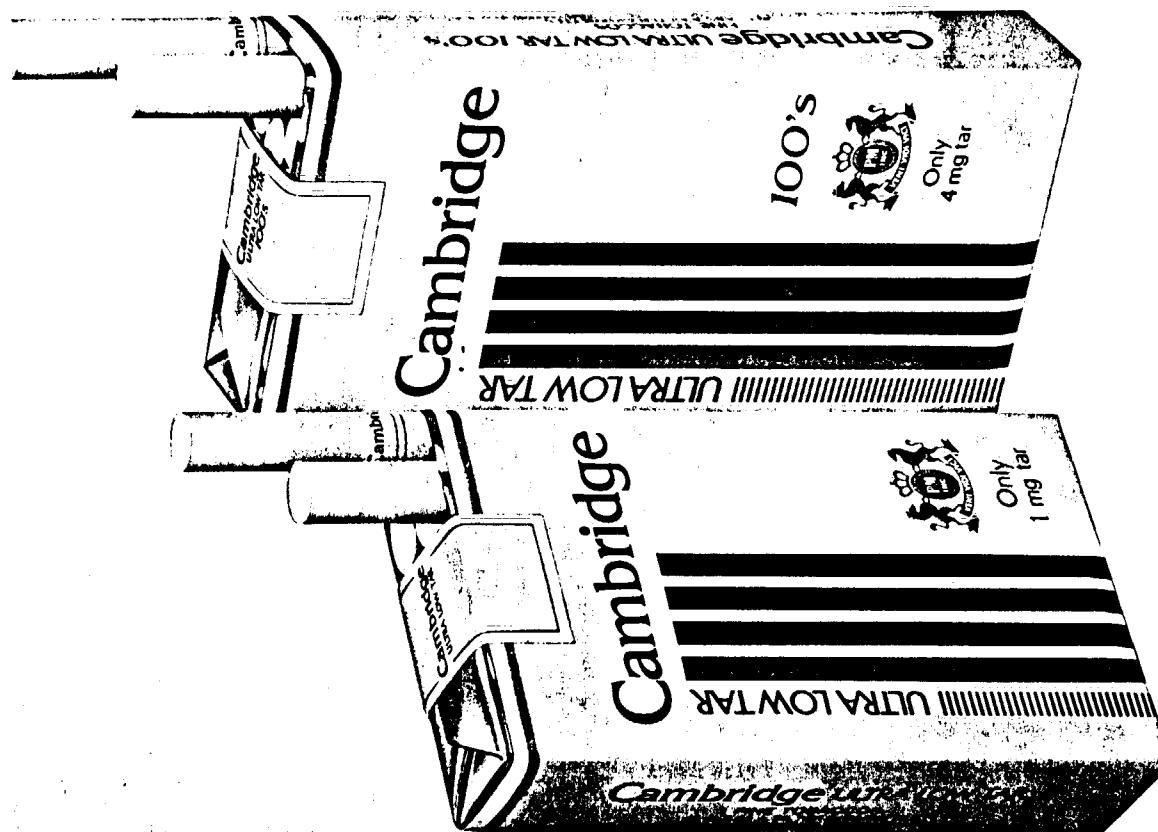
	<u># of</u> <u>Cartons</u>
R. Eberling (63-00-00) Galvin Supply Co. 329 Wells Renton, WA 98055	50
D. A. Baker (63-01-00) Collins & Wilmes Cigar Co. 703 N.E. Hancock Street Portland, OR 97212	25
D. W. Willis (63-02-00) McDonald Wholesale 2350 West Broadway Eugene, OR 97402	10
B. R. Nechanicky (63-03-00) W. C. Burrell Inc. 115 South Adams Spokane, WA 99204	5
D. L. Dwyer (63-05-00) Feist Watson Enterprises 1301 South 3rd St. West Missoula, MT 59801	5
J. Gentle (63-08-00) A.L. French Co. 557 Fireweed Anchorage, AK 99501	5
J. R. Kuhlman (71-00-00) Columbia Tobacco Co. 787 Brannan Street San Francisco, CA 94103	115
T. E. O'Hirok (72-00-00) Kennedy Wholesale 205 W. Harvard Street Glendale, CA 91204	105
Harry Masaki (72-10-00) Island Tobacco Co. 710 N. King Street Honolulu, HI 96817	10
C. E. Evarkiou (73-00-00) Palisades Wholesale 8655 Production Avenue San Diego, CA 92121	50
Robert Kirkendall (73-08-00) Western Cigar 1400 Industrial Road Las Vegas, NV 89101	5

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	<u># of Cartons</u>
Merl Sorenson (73-21-00) Ponca Wholesale 3314 W. Osborn Phoenix, AZ 85061	25
Bruce McCasland (73-04-00) Ponca Wholesale 2502 N. Jack Rabbit Tucson, AZ 85705	5
Bart Busick (73-02-00) Philmar Distributing 101 Summer Avenue N. W. Albuquerque, NM 87125	15
Charles Wenzler (73-32-00) Carter Tobacco Company 1135 Airway Blvd. El Paso, TX 79925	20
Larry Kincheloe (73-62-00) Glaser Bros. 444 Athol San Bernardino, CA 92402	5

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**Also available
in Soft Pack and 100's.**

Ultra low 1 mg Soft Pack, 4 mg 100's.